



Missouri Travel Barometer
April 2016 Report
(Data available as of 5/11/16)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

April Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through March

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 3.5% -- Occupancy up 3.2% -- ADR up 2.1% -- RevPAR up 5.3%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through February

- For FY16, a 5.5% (\$443.3 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Feb
- For CYTD16, a 6.0% (\$106.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Feb
- Feb 2016 saw a 10.1% (\$86.6 million) sales revenue increase compared to Feb 2015

Website Visits: 2016 Calendar Year to Date through April

- Total web visits (main site and mobile visits) were down 4.1% for April 2016 compared to April 2015
- Blog web visits were down 74.4% for April 2016 compared to April 2015
- Total web visits (main site and mobile visits) were down 5.0% for January-April 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through April

- 93,124 responses for 2016 YTD – a decrease of 15.3% (*Please note—this decrease is due primarily to a one-time addition of leads from the Welcome Center Study in January 2015 that we didn't have in 2016*)
- Expansion markets are up 19.1% for January-April 2016 compared to the same period in 2015

Welcome Center visits: 2016 Calendar Year to date through April

- For CYTD 2016 the centers are up 19% for January-April 2016 compared to the same period in 2015
- For the month of April alone, the centers were up 12% compared to April 2015

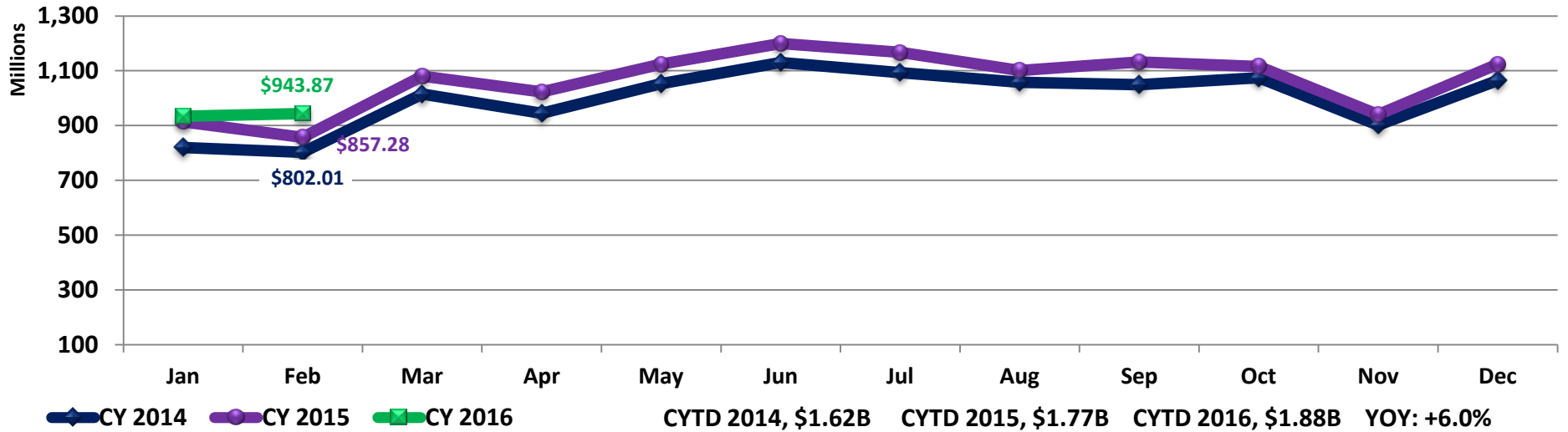
Commercial airport deplanements: 2016 Calendar Year to Date

- Kansas City up 7.2% for Jan-March 2016 compared to the same period in 2015
- St. Louis up 9.4% for Jan-March 2016 compared to the same period in 2015
- All airports up 9.0% for January 2016 over January 2015

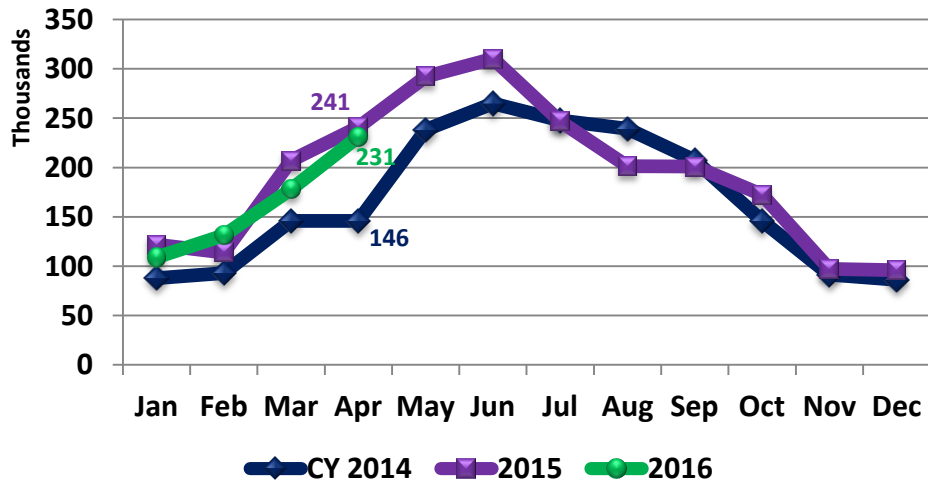
nSight-Searches and Bookings on third-party travel websites

- Conversion for travel (Booking) to Missouri across third-party sites was up 10.4% for April YOY
- Top booking cities for April were KC, Chicago, St. Louis, Dallas, Denver, Minneapolis, and Houston
- Top searching international cities for next 60 days: Toronto, Buenos Aires, London, Madrid, Berlin, Milan
- Volume for third-party travel site searches for May-June shows 19.91 million searches for Missouri

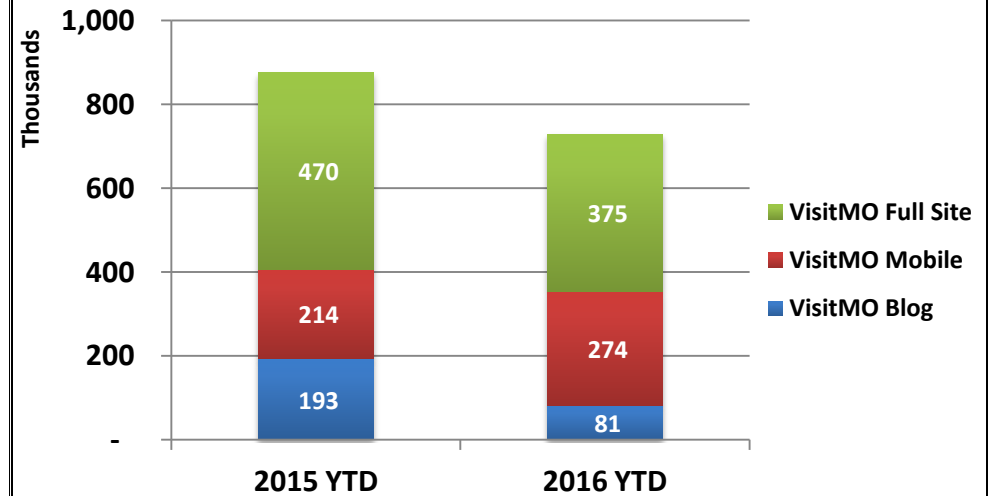
Sales Revenue from 17 Tourism SICs



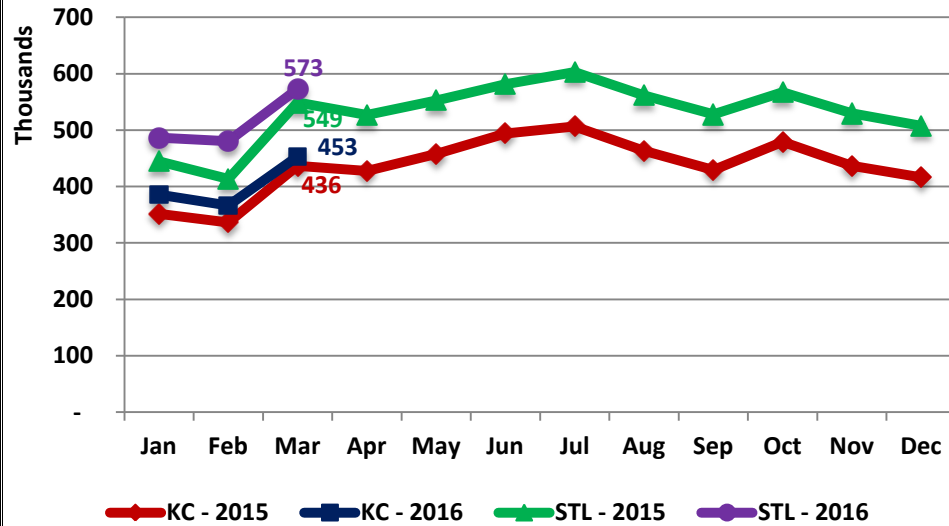
Visits to VisitMO (Full & Mobile Sites) by Month



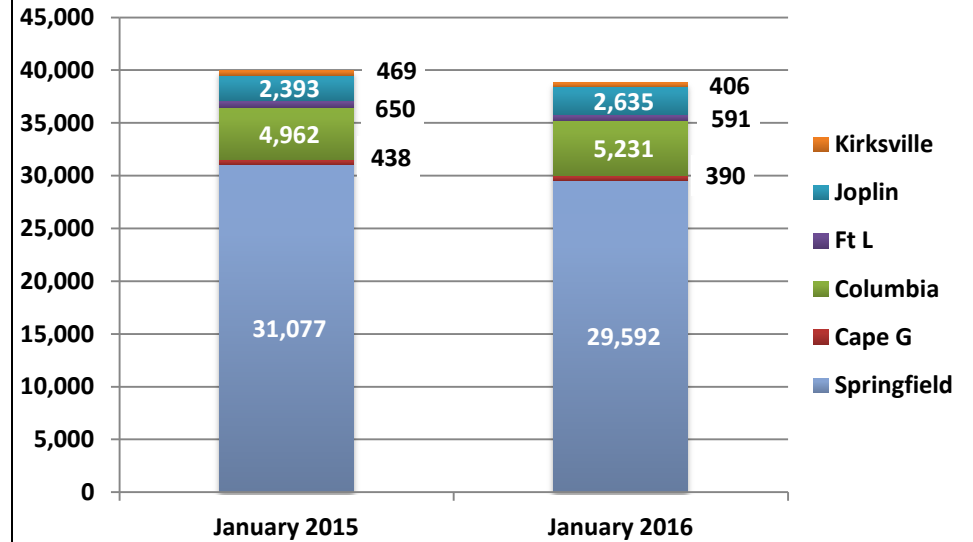
YTD Visits to VisitMO by Site



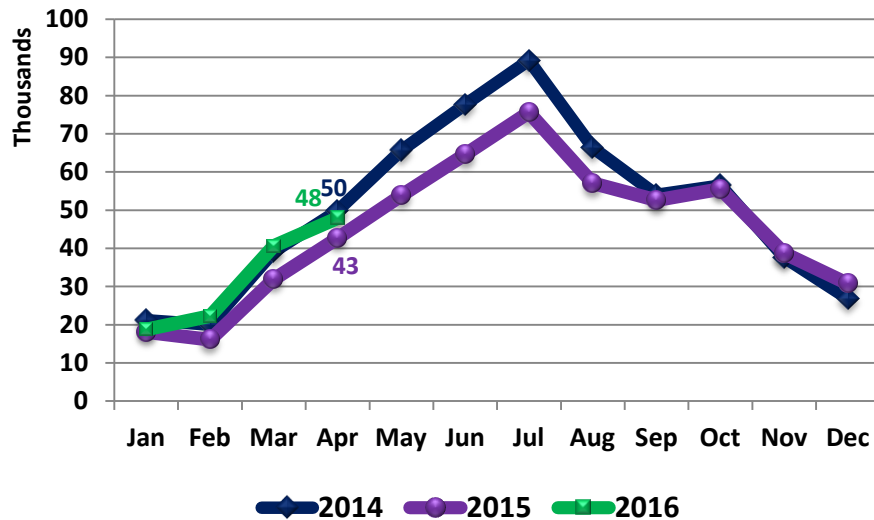
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

